

# **“How To Build Your Own Free Website...”**

## **“...And Turn It Into A Cash Producing Profit Machine”**

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In plain english: If you copy or give this book away we will follow you and hound you to the ends of the earth and make your life completely unbearable.

# Getting Started

This book will show you step by step how to create a web site that sells a product or service using high quality free services.

You'll learn how to create a strategic web site designed to capture the details of your clients and contact them over and over.

Your website will also be designed to get your prospects to the point where they're ready to buy from you.

Even if you plan to pay for a website I highly recommend you design and run your own free website for at least a month.

This will give you the basic knowledge and feedback you need to purchase the web hosting solution that fits your needs.

## **The website design we'll cover has 5 major components...**

1. A landing page to capture email addresses.
2. A sales page to effectively sell your product or service.
3. An order page to confirm to your prospects exactly how to order from you and what they'll get.
4. A thank you page to thank your prospects for ordering and provide downloads and other information.
5. An autoresponder series of emails to contact with your prospects over and over and sell them on the unique benefits of doing business with you.

Even if you're giving away your product free creating these separate pages and actually “selling” your free giveaway will result in far more people actually using your free product.

This is an instruction manual with almost no fat.

Let's get right on into it. Just follow along step by step and your site will be up and running before you know it...

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# Step One: Getting A Free Web Host

There are many free web hosts – some with banner or popup advertising some without.

I'm going to give you one good free web site host to get you started and take you step by step through the whole process of setting up your first web site.

If the web host I've given below is out of date you can go to this link and find another...  
<http://www.free-webhosts.com/no-forced-ads.php>

You can also find plenty of current free web hosting services by doing a [www.google.com](http://www.google.com) search for “free website hosting unlimited bandwidth no ads”. Read their terms and conditions carefully – the services vary widely.

The instructions here will help you create a take no prisoners web site that will help you build a powerful cash producing web site as long as you follow every instruction.

## 1. Go to [www.50webs.com](http://www.50webs.com) and sign up for your free account.

Keep in mind that whatever username you use will also be your website name.

For example if you sign up with the username “freewebsite” then your website name will be <http://freewebsite.50webs.com>.

If you choose a username that also contains targeted keywords of products you want to sell that could help the search engines to find your site and help “brand” you in the minds of your potential clients.

Write down your username and your password. You'll need them to get back into the site.

I suggest you create a special exercise book to keep all the notes for your website in.

## 2. Go to [www.freeautobot.com](http://www.freeautobot.com) and sign up for a free autoresponder.

Write down your username and the autoresponder address. It will be your username with @freeautobot.com at the end.

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For example if you sign up with the username “freewebsite” then your autoresponder address will be freewebsite@freeautobot.com.

### **3. Go to <http://www.openoffice.org/> and download Open Office**

Open Office is a free word processing program that has a good HTML editor you'll be using. If you already have a HTML editor you could use that too.

But our instructions will be for Open Office.

## **Step Two: Building Your Landing Page**

### **1. Go to [www.hardtofindseminars.com/cs/ML/index.html](http://www.hardtofindseminars.com/cs/ML/index.html) and download the HTML landing page.**

Save this page as index.html and make a note of where you save it.

### **2. Start your Open Office program and open the index.html file you saved.**

You do this by clicking on “file” in the top left corner then “open”.

You'll now see what will be your landing page where you ask for your visitors email address in return for some kind of valuable resource you'll give them.

Using a landing page like this is very powerful because it allows you to follow up with

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your prospects till they buy, unsubscribe or die!

All completely free!

### **3. Change the copy to suit your web site landing page.**

Simply click on the parts of the copy you need to change and type in your new copy and delete the copy you don't want.

You can also change font size and type just as you would in any other word processing program.

### **4. How to create a powerful headline for your landing page.**

It's essential you have a powerful headline on your landing page to convince your visitor to give their email address to get into your site.

If you need help writing headlines for this landing page follow these instructions...

You get 1,000 index cards and on those cards you write all the greatest cash producing headlines from real profit producing ads.

One headline to a card.

And you add any brilliant headlines you see.

You'll get a whole goldmine of brilliant headlines at [www.hardtfindads.com](http://www.hardtfindads.com)

You also add any great ideas you have for copywriting, free offers, products - every great idea you have.

One to a card.

Now write down all the benefits to your prospect of your product or service.

Again one to a card.

Every advantage, every improvement in the lives your prospect will experience.

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Write them all down – one benefit to a card.

And you deal out your “headline” cards and and your “benefit” cards and you read through them.

Think of connections between the headlines and your own product or service.

Simply adapt the headlines that work the best.

Here's a tested headline to get you started...

**FREE Email Course Reveals 10 Little Known Facts And Insider Secrets To Building Your Own Free Website And Turning It Into A Cash Producing Machine.**

Simply replace the Email Course name with your own. And replace the number with your own number.

If it's a website rather than an email course replace “email course” with website.

For example...

**FREE Website Reveals 10 Little Known Facts And Insider Secrets To Building Your Own Free Website And Turning It Into A Cash Producing Machine.**

## **5. Change the title in the code.**

With your landing page still open in open office click on “view” then “HTML-Source”.

You'll now be looking at the HTML code for the site.

Change the title which you'll find near the top.

It looks like this...

```
<TITLE>PUT YOUR KEYWORD TITLE HERE</TITLE>
```

The first two to four words in your title should be keywords you want the search engines to pick up.

Three or four word combinations are far more likely to create real web traffic for you.

In our example we'll change it to...

<TITLE>Free Website Hosting And Design</TITLE>

## **6. Put your freeautobot autoresponder username into the code.**

While you're still in open office and in "HTML" mode scroll down and replace "USERNAME" with your own freeautobot user name you created in step two.

In our example we'd replace USERNAME with freewebsite.

Doing this makes sure that when your visitor leaves their name and email address it will automatically be sent to your autoresponder and they'll automatically receive the messages you've set up in that autoresponder account.

## **7. Change the web site to the one you want to send your prospects to.**

Still staying in open office and in "HTML" mode change the web site address you want to send your prospects to after they fill in their name and email address.

Scroll down until you find <http://www.hardtofindseminars.com> and replace it with the website you want to send your prospects to.

You haven't made that website yet but when we get to that step we're going to call it "home.html".

So in our example the website name would be <http://freewebsite.50webs.com/home.html>.

If you replace "freewebsite" with the username for your 50webs.com account then you'll have the website name (URL) you should use.

In HTML it's important to include the http:// at the start of the web address.

Now your landing page is finished!

Save it again, make a note of where you've saved it to then...

## **8. Go to [www.50webs.com](http://www.50webs.com) and log in with your username and password.**

You log in by clicking on the “Members login” button.

## **9. Go Into Your File Manager**

After you've logged in with your username and password click on “File Manager”.

You'll see a directory of files called username.50webs.com.

In our example that would be freewebsite.50webs.com.

Click on that name then you'll see a short list of files in your directory.

## **10. Upload your index.html file**

At the bottom of the page you'll see a lot of buttons saying “browse”.

You use these to upload your web pages and other files for your web site.

Click on one of the “browse” buttons find your index.html file, double click on it then click on “Upload Files”.

## **11. Write down your website address.**

Now your landing page is up and live on the web.

You can look at it by clicking on the index.html file in the directory.

You can send people there by sending them to <http://username.50webs.com/index.html> or just <http://username.50webs.com>.



Obviously you replace “username” with your own username so in our example we can send our friends to <http://freewebsite.50webs.com/index.html> or to <http://freewebsite.50webs.com>.

## **Step Three: Building Your Sales Page**

Now you've learned most of the steps in building a web page and loading it onto a web site.

These next steps will be mainly repeating the process with a few more tricks and insider skills to power the process.

**1. Go to [www.hardtfindseminars.com/cs/ML/home.html](http://www.hardtfindseminars.com/cs/ML/home.html) and download the HTML sales page.**

Save this page as home.html and make a note of where you save it.

**2. Start your Open Office program and open the home.html file you saved.**

You do this by clicking on “file” in the top left corner then “open”.

**3. Change the copy to suit your sales page.**

Simply click on the parts of the copy you need to change and type in your new copy and delete the copy you don't want.

You can also change font size and type just as you would in any other word processing program.

Also follow the directions on the page explaining how to create rows and testimonial boxes.

#### **4. How to create a powerful sales letter.**

Several excellent directions for creating a powerful sales letter are given in the salesletter template.

I also highly recommend you follow these four guidelines to help you create powerful copy.

1. Create a headline swipe file on index cards as I explained in number 4 of creating your landing page.

You'll get a whole goldmine of brilliant headlines at [www.hardtofindads.com](http://www.hardtofindads.com) and you can get into that site completely free.

Around 80% of the power in your sales page is in the headline.

2. Study the great ads and sales letters at [www.hardtofindads.com](http://www.hardtofindads.com) and copy them out in longhand or type them into your computer.

This will help imbed in your subconscious the powerful writing techniques of master copywriters.

You could especially write out the Gary Halbert and Brian Keith Voiles sales letters.

3. In these two very special newsletters online the “world's greatest copywriter” Gary Halbert shares all the basics to get you started writing effective sales copy fast...  
[http://www.thegaryhalbertletter.com/newsletters/zfkl\\_first\\_step.htm](http://www.thegaryhalbertletter.com/newsletters/zfkl_first_step.htm)  
[http://www.thegaryhalbertletter.com/newsletters/zhkl\\_get\\_it\\_going.htm](http://www.thegaryhalbertletter.com/newsletters/zhkl_get_it_going.htm)

4. If you haven't done it already go out and physically sell your product one on one with real live prospects.

If you have a salesperson who's particularly successful at selling your product audio record him doing a live sales presentation.

The pitches and phrases you use, the benefits that are effective selling your prospects live

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one on one should also be very effective in a sales letter.

Remember a sales letter is just salesmanship in print.

## **5. Change the order page URL to your own.**

Change the web site address you want to send your prospects to after they press your click here to order link.

There are two buttons near the bottom of the page and you want to change both.

Change the hyperlink in the “Click Here” to your order page by clicking on “Insert” then “hyperlink” and changing the word “username” to your own 50webs.com username.

## **6. Change the title in the code.**

With your sales page still open in open office click on “view” then “HTML-Source”.

The title should be somewhere near the top of the page.

It looks like this...

```
<TITLE>PUT YOUR KEYWORD TITLE HERE</TITLE>
```

Change the title in the HTML code to your special keyword title.

The first two to four words in your title should be keywords you want the search engines to pick up.

Three or four word combinations are far more likely to create real web traffic for you.

In our example we'll change it to...

```
<TITLE>Free Website Hosting And Design</TITLE>
```

Now your sales page is finished.

Again save the file and make a note of where you've saved it to.

## **7. Go to [www.50webs.com](http://www.50webs.com) and log in with your username and password.**

You log in by clicking on the “Members login” button.

## **8. Go Into Your File Manager**

After you've logged in with your username and password click on “File Manager”.

You'll see a directory of files called username.50webs.com.

In our example that would be freewebsite.50webs.com.

Click on that name then you'll see a short list of files in your directory.

## **9. Upload your home.html file**

At the bottom of the page you'll see a lot of buttons saying “browse”.

You use these to upload your web pages and other files for your web site.

Click on one of the “browse” buttons find your home.html file, double click on it then click on “Upload Files”.

## **10. Write down the website address of your sales page.**

Now your sales page is up and live on the web.

You can look at it by clicking on the home.html file in the directory.

You can check to see if everything is working properly by going to your index.html page online, filling out the form and seeing if you get redirected to your sales page.

### **Take a look at your sales page with your internet explorer.**

To see what your sales page will look like on the web without going online do this...

After you've saved your work open your windows internet explorer browser.

Click on “file” then “open” then “browse”.

Open the home.html file.

You'll get a good idea of how your sales page will look on the web.

Since the vast majority of web surfers uses the windows internet explorer browser you should focus on being certain your sales page looks good in this browser.

## **Step Three: Building Your Order Page**

Building your order page is very similar to the other pages. Easier in fact.

The basic function of the order page is to confirm the value of your offer and induce your prospect to make the next step and actually order.

And to your prospect clearly and simply exactly how to take the next step.

**1. Go to [www.hardtfindseminars.com/cs/ML/order.html](http://www.hardtfindseminars.com/cs/ML/order.html) and**

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## **download the HTML sales page.**

Save this page as home.html and make a note of where you save it.

## **2. Start your Open Office program and open the order.html file you saved.**

You do this by clicking on “file” in the top left corner then “open”.

## **3. Change the copy to suit your order page.**

Simply click on the parts of the copy you need to change and type in your new copy and delete the copy you don't want.

You can also change font size and type just as you would in any other word processing program.

Follow the instructions on the page to help create a powerful order page that converts your prospects to sales.

**CAUTION:** The tiny yellow rectangular boxes are there to center your paypal buttons when you eventually paste in the code for them (further on).

It's best if you leave them intact and avoid touching this area of the copy.

## **4. Change the title in the code.**

With your order page still open in open office click on “view” then “HTML-Source”.

The title should be somewhere near the top of the page.

It looks like this...

```
<TITLE>PUT YOUR KEYWORD TITLE HERE</TITLE>
```

Change the title in the HTML code to your special keyword title.

The first two to four words in your title should be keywords you want the search engines to pick up.

Three or four word combinations are far more likely to create real web traffic for you.

In our example we'll change it to...

<TITLE>Free Website Hosting And Design</TITLE>

## Creating A Paypal Button

### **5. Go to [www.paypal.com](http://www.paypal.com) and open an account.**

Paypal is a “free” service for taking credit cards online.

There's no setup fee. Paypal takes a very modest percentage of the sales you make in return for providing billing to a wide variety of credit cards online.

Write down the password for your paypal account and the email address you used to set it up.

### **6. Creating a Paypal button for your order page.**

Login to your paypal account and cliick on the “Merchant Tools” button.

Look under “Website Payments” and “Key Features” (in right box).

Click on “Buy Now Buttons”

### **7. Fill out the buy now button form.**

Just fill in the form.

It is a good idea to give a title to your product so your prospect knows he's paying for the

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right thing.

You don't need a product ID number.

If you click on the “choose your own button” option probably the most professional looking button is the “visa mastercard buy now button”.

At this stage you don't have to bother with encrypting your paypal button unless you really want to.

When you get to the bottom of the page click on the “Add More Options” button.

Scroll down to the “Customise Your Buyer's Experience” option.

In the “Successful Payment URL” you enter the email address of your thank you page where you customers will download their products or you'll tell them what to do next now that they've paid.

In the next step we'll be making up the thank you page but we'll be calling the thank you page `thankyou66.html`.

So in the “Successful Payment URL” you enter  
<http://USERNAME.50webs.com/thankyou66.html>

You replace the word USERNAME with your own 50Webs username of course.

Now go down to the bottom of the page and click on “Create Button Now”.

## **8. Copy the paypal button code.**

Once you've made your paypal button copy the code by putting your cursor in the box of code and pressing “Ctrl” and “A” on your keyboard at the same time then “Ctrl” and “C” at the same time.

## **9. Paste the paypal button code into the code of your order page.**

Go back to your order page.

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You should still be in “HTML mode” - looking at the HTML code for your sales page.

If you're not in HTML mode click on “view” then “HTML-Source”.

Now scroll down and look for this message...

```
<!--PUT YOUR ORDER BUTTON CODE HERE - THERE IS ONE MORE SPOT FOR  
THE BUTTON DOWN THE PAGE -->
```

Paste the code for your paypal button directly under this message by pressing “Ctrl” and “V” on your keyboard at the same time.

Then scroll down further and paste your paypal button code again under...

```
<!-- PUT YOUR PAYPAL ORDER BUTTON CODE HERE - THIS IS THE SECOND  
AND LAST BUTTON YOU HAVE TO PASTE-->
```

Now your paypal buttons are in place and will show when your web site is live on the internet.

And your order page is finished and ready to take orders.

## **10. Go to [www.50webs.com](http://www.50webs.com) and log in with your username and password.**

You log in by clicking on the “Members login” button.

## **11. Go Into Your File Manager**

After you've logged in with your username and password click on “File Manager”.

You'll see a directory of files called username.50webs.com.

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[www.hardtfindseminars.com](http://www.hardtfindseminars.com)

In our example that would be freewebsite.50webs.com.

Click on that name then you'll see a short list of files in your directory.

## **12. Upload your order.html file**

At the bottom of the page you'll see a lot of buttons saying "browse".

You use these to upload your web pages and other files for your web site.

Click on one of the "browse" buttons find your order.html file, double click on it then click on "Upload Files".

## **13. Write down the website address of your order page.**

Now your order page is up and live on the web.

You can look at it by clicking on the order.html file in the directory.

You can check to see if the order page is working by clicking on either of the paypal buttons and seeing if the page successfully sends you to a paypal buying page.

Check to make sure both the paypal buttons are sending you to a paypal order page.

# **Step Four: Building Your Thank You Page**

Your thank you page is where you send your customers after they've bought from you.

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The thank you page template here is designed to allow your customers to download digital products like ebooks, audio or software but you can sell anything using this system.

If you sell a product delivered by mail you can edit out most of this page, explain to your customer when to expect delivery and where to call or email for customer support.

If you've sold a consultation you can tell them where and how to call and what information they'll need.

**1. Go to [www.hardtofindseminars.com/cs/ML/thankyou66.html](http://www.hardtofindseminars.com/cs/ML/thankyou66.html) and download the thank you page.**

Save this page as thankyou66.html and make a note of where you save it.

**2. Start your Open Office program and open the order.html file you saved.**

You do this by clicking on “file” in the top left corner then “open”.

## **Opening Your Own File Host Accounts**

**3. Open accounts with at least two file hosts.**

If you have files larger than 300kb you can't put them on your 50Webs.com website.

Keeping the allowed file size small is how 50Webs can provide you with unlimited bandwidth free.

They know you can't have a site sucking up too much bandwidth if every file is 300kb or less.

Now that presents a dilemma.

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If you're selling software, audio or ebooks larger than 300kb what do you do?

You could use a free host that allows you to have larger files but there is another solution – file hosts.

File hosts allow you to store your files so others can download them.

Some file hosts will allow you to store your files indefinitely and to “hotlink” to the files – meaning you can have a download link directly from your site to the file.

When you're looking for a file host these are the main things you look for. Do they store files indefinitely and do they allow “hotlinking”.

Here's a great list of file hosts...

<http://www.free-webhosts.com/free-image-hosting.php?sort=4&page=1>

I suggest you start with these three..

[www.filepost.us](http://www.filepost.us) 3MB file size limit, 500MB storage, no bandwidth limit.

[www.freefilebin.com](http://www.freefilebin.com) 3MB file size limit 150MB storage, no bandwidth limit.

[www.filespace.us](http://www.filespace.us) 2MB file size limit 50MB storage, no bandwidth limit. Takes all files including exe files.

What I suggest you do is open an account with at least the first two of these filehosts and upload the digital products you're giving to your customers when they buy from you.

Here's how you do it...

#### **4. Go to [www.filepost.us](http://www.filepost.us) and register for an account.**

You do that by clicking on “register” near the top of the screen.

Fill in the short form.

Write down the username and password you enter.

You will be sent an email to activate your account. When the email arrives - it should come immediately – go to the link in the email.

## **5. Upload your files to your filehost.**

Once your account is activated you can go any time to [www.filepost.us](http://www.filepost.us) and log in by clicking on “login” at the top of the page.

Then click on “upload”.

Near the bottom of the page that opens you'll see three “browser” buttons.

Click on one of these “browser” buttons and find the file you're selling that you want to upload.

Then click on “upload”.

Write down the name of the file and the link where it's stored.

In [www.filepost.us](http://www.filepost.us) most files will have a link like this...

`http://www.filepost.us/userfiles/USERNAME/FILENAME`

The USERNAME will be your filepost username and the filename will be the name of the file you saved.

Repeat this process of uploading for every one of the files you're giving to your customers when they buy from you.

## **6. Open another filehost account and repeat this process from step 4.**

Why do you want at least two filehost accounts?

Quite simply if one is down then your customers should be able to download their products from the other.

I suggest you open another account with [www.freefilebin.com](http://www.freefilebin.com) to get you started.

Upload all the products you're selling to this account too.

Once you've opened your file host accounts and uploaded your products they're ready to

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download.

## **Finishing Your Thank You Page**

### **7. Change the copy to suit your thank you page.**

Simply click on the parts of the copy you need to change and type in your new copy and delete the copy you don't want.

You can also change font size and type just as you would in any other word processing program.

Insert your product names and change the links to the links you created when you uploaded your files to your file host accounts.

You can delete the adobe acrobat or winzip downloads if your customer won't need them to use your products.

In the product support section remember to enter your email address and a phone number if you have one for product support.

If you have a website with frequently asked questions you can mention it and provide the link here (and in your product).

If you have a physical shop or workshop your customer can visit include that too.

Save your thank you page as `thankyou66.html`.

Why do we call the page `thankyou66.html`?

To make it harder for people to guess if they're on your site trying to download your products without paying.

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**8. Go to [www.50webs.com](http://www.50webs.com) and log in with your username and password.**

You log in by clicking on the “Members login” button.

**9. Go Into Your File Manager**

After you've logged in with your username and password click on “File Manager”.

You'll see a directory of files called username.50webs.com.

In our example that would be freewebsite.50webs.com.

Click on that name then you'll see a short list of files in your directory.

**10. Upload your `thankyou66.html` file**

At the bottom of the page you'll see a lot of buttons saying “browse”.

You use these to upload your web pages and other files for your web site.

Click on one of the “browse” buttons find your `thankyou66.html` file, double click on it then click on “Upload Files”.

**11. Write down the website address of your thank you page.**

Now your thank you page is up and live on the web.

You can look at it by clicking on the `thankyou66.html` file in the directory.

# Step Five: Your Autoresponder Emails

Over 82% of sales are made **after** the fourth contact.

That means if you're relying on your sales letter alone to make your sales for you you'll be making around one fifth of the sales you could be making.

Your autoresponder will automatically send out a series of emails to your prospects.

In these emails you have free reign to educate your prospects about every benefit, every feature and every unique reason your prospect should be doing business with you.

Here's a step by step guide to making an autoresponder series that sells.

## 1. Write a series of emails that educates and sells.

Remember in your landing page where you promised a free email course “10 Little Known Facts And Insider Secrets To...”

The quickest way to gain trust and rapport with your prospect is to give him high quality, targeted information free.

And the quickest way to turn that prospect into a client is to have every piece of that high quality information lead back to the ultimate, undeniable conclusion that he should be doing business with you.

## 2. Use the bulleted benefits from your sales letter to write emails.

All those benefits you listed in your sales letter will make great emails.

First of all emails are usually better if they're short.

A series of short punchy emails will get read.

If you go through all your bulleted benefits in your sales letter and turn each one into a very short email that will give you a nice long series of emails.

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### **3. Turn testimonials into emails.**

A testimonial can make a great email for an autoresponder series.

Just one testimonial to each email.

Here's the secret to getting your prospect to read a testimonial in an email...

Write your testimonial like a very brief story.

People read stories and it stops the testimonial from sounding like an ad.

### **4. In every email lead them back to your sales letter.**

Every email is like a tiny sales letter selling just one benefit to your prospect and giving a tiny snippet of useful information.

In every email you should give a link back to your sales letter with a great reason your prospect should go there now.

### **5. Write a great headline for every email.**

Before your prospect can read your email he has to open it.

And he won't open it unless you give him a burning reason to do that in the headline of your email.

If you followed the advice for creating bulleted teaser benefits for your sales letter writing headlines for your emails will be a piece of cake.

Here's that advice again in case you missed it...

On index cards write every feature and benefit you can think of for your product or service.

Imagine your prospect using that product. How is her life better? How does she feel?

Now rewrite each benefit and feature as a headline.

Use the headline swipe file you created by going to the free site [www.hardtfindads.com](http://www.hardtfindads.com) and writing down the best headlines on index cards.

One headline to each index card.

Tease your reader.

Give him the huge benefit as a teaser headline type bullet but only give half the story.

For the rest of the story he has to buy the product...

Email headlines are slightly different to a sales letter for two major reasons...

1. You only have a very limited space in an email headline – around 50 characters or 5-8 words.
2. You must avoid words spam filters will pick up like “free” and “profits” otherwise your email won't make it through to your prospect.

You can create an email headline swipe file simply by writing exceptional headlines from the emails you get.

Write one headline to an index card.

Then when you want to write an email headline you can flick through the cards, flick through your list of benefits and adapt those headlines to fit your own email.

## **6. Write your series of emails.**

Following the instructions here you'll find it quite easy to write 7 to 20 short puncy emails in your word processor.

## **7. Filter and format your emails.**

To make sure your emails are formatted properly and have a good chance of making it through most spam filters you'll want filter and format the emails.

You can cut and paste your whole email series into a program like ezine filter at [http://www.hardtfindseminars.com/cs/ML/Ezine\\_Filter.exe](http://www.hardtfindseminars.com/cs/ML/Ezine_Filter.exe)

Most emails should be formatted to around 55-60 characters wide.

If you just want to format your emails with the spam filtering you can use the free Notetab light program at [www.notetab.com](http://www.notetab.com) .

Once your emails are formatted like this you simply cut and paste the emails into your autoresponder.

Here's how...

## **8. Go to [www.freeautobot.com](http://www.freeautobot.com) and log in.**

You do this by clicking on the “login” button at the top of the page.

Enter your username and password.

If you've been following the instructions in this book setting up an autoresponder account with [www.freeautobot.com](http://www.freeautobot.com) was the second thing you did.

## **9. Go to Message Control**

You do this by clicking on the “message control” button near the bottom of the page that comes up after you log in.

## **10. Enter your emails**

Enter the first email message in your series by clicking on “edit” next to message 0.

Then you simply cut and paste the subject from your first email and your content.

If you press the “enter” button on your keyboard around 15 times at the end of your email that will take the freeautobot.com advertisement well away from the body of your email.

Then click on the “update” button near the bottom of the page.

After you've edited message 0 you can add new messages by clicking on the “Add New Message” button near the bottom of the page.

Again you just cut and paste in your subject and your message.

And remember again to press the “enter” key on your keyboard around 15 times at the end of your email.

Then press the “add message” button near the bottom of the page.

Now your email series will be sent out automatically when someone subscribes to your autoresponder.

## **11. Send your emails to yourself as a test.**

Subscribe to your autoresponder yourself by sending a blank email to your autoresponder address.

You can make any corrections and improvements you can think of after you get your own emails by going back in and clicking on “edit” next to the email you want to change.

## **Sending Out Special Emails**

Sometimes you'll want to send out an email to your list with a special offer or something else that's outside your normal email series.

You can send an email to all the email addresses in your freeautobot autoresponder by searching your list.

Click on the “email list” button near the bottom of the page with the search results.

This will open up a form where you can send emails.

Simple and easy.

## **Congratulations!**

### **You've just built your own web site.**

There are many more sophisticated ways of building a web site but this simple guide has helped you get started with a functional design that will successfully sell products and services for you.

Problems and weaknesses arise with any system paid or free and the beauty of using free resources is you can test and play around to find the services that suit you.

Then if you decide to upgrade to a paid service you'll know exactly why you're doing it and what you really need.

It's a frightening but true fact that on the internet paid does not always equate to quality.